

5th ICSC 2025

International Case Study Conference

Conference Theme:

November 13-14, 2025

CASE PEDAGOGY@2050: CHALLENGES AND OPPORTUNITIES

ABOUT THE CONFERENCE

The case method of teaching and learning is more than 100 years old. It is still a powerful teaching and learning tool in management education. What will its relevance be in the next 25 years? How will it evolve? What will the impact of technology, especially AI, be on case teaching, learning, and writing? Can the case method be adopted in Engineering and the Liberal arts? How can the case method help in preserving and promoting indigenous knowledge? The 5th International Case Study Conference will provide a platform to leaders in academia, policymakers in higher education, case teachers, writers, and publishers to engage with and understand the trends that will shape the future of the case method. The conference will feature invited talks by experts in the case method of teaching and learning and publishers who will share their perspectives on the future of the case method and the role of AI. A panel discussion on 'Reimagining Case Pedagogy in the Age of AI: Innovations in Teaching, Learning, and Writing' will bring together various stakeholders on a single platform. The conference will also provide participants an opportunity to publish case studies, articles, white papers on Case Pedagogy@2050: Challenges and Opportunities.

For Registration



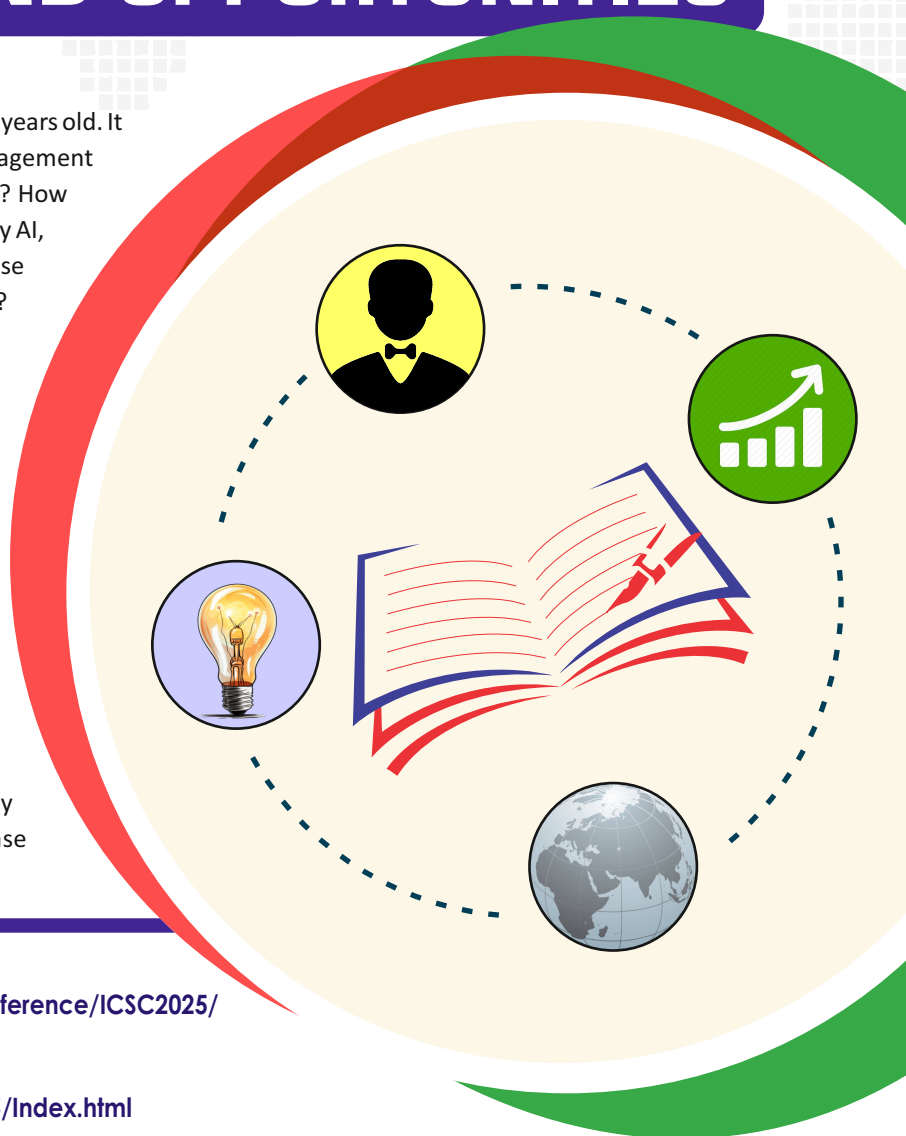
Registration link:

<https://www.ifheindia.org/conference/ICSC2025/>



Conference website:

<https://icmrindia.org/icsc2025/Index.html>





ABOUT THE ICFAI FOUNDATION FOR HIGHER EDUCATION (IFHE)

ICFAI Foundation for Higher Education (IFHE) is a deemed-to-be-University established under Section 3 of the UGC Act, 1956, Government of India. The Chancellor of the University is Dr. C. Rangarajan, former Governor of the Reserve Bank of India. IFHE has an A++ accreditation from the National Assessment and Accreditation Council (NAAC). It has developed a comprehensive student-centric learning approach consisting of several stages. This approach is designed to add significant value to the learner's understanding in an integrated manner, covering relevant knowledge, practical skills, and positive attitudes. The constituent units of IFHE are: ICFAI Business School (Faculty of Management); ICFAI Tech School (Faculty of Science & Technology); ICFAI School of Architecture (ISArch); ICFAI Law School (Faculty of Law); ICFAI School of Social Sciences (ISoSS), and IFHE-Bangalore (Off Campus). IFHE has a large, well-qualified faculty pool comprising mostly PhDs with rich industry experience. The faculty members are involved in teaching-learning-evaluation, research, case development, and industry consultancy. IFHE Hyderabad is located in a 91-acre lush green campus with a built-up area of around 19 lakh sq. ft. The fully-residential campus is Wi-Fi enabled and is equipped with state-of-the-art facilities. It offers a wide range of indoor and outdoor games facilities.

ABOUT ICFAI BUSINESS SCHOOL, HYDERABAD

IBS Hyderabad is a constituent of IFHE, Hyderabad, Telangana, a deemed-to-be University under Section 3 of the UGC Act, 1956. IBS is the first business school in India to be accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB) for all the three programs it offers – BBA, MBA, and PhD. IFHE has also been accredited by the premier national accreditation agency, NAAC, with the 'A++' grade with a CGPA score of 3.59/4.00. IBS Hyderabad has also received a rating of A*** from CRISIL. It is one of the very few B schools to incorporate case methodology in its pedagogy. It offers high quality programs such as BBA, MBA, Executive PhD, and PhD to a wide cross section of students, executives, and professionals. IBS Hyderabad also conducts MDPs for industry executives and FDPs for faculty members of business schools.

ABOUT CASE RESEARCH CENTER

The ICFAI Business School Case Research Center in Hyderabad (IBS CRC) was established in the year 2000 with the vision of building one of the world's top case development centers in India. The Center has established itself as one of the top case development centers in the world both in terms of the number of cases developed and usage by business schools and organizations. As of 2025, it has more than 7000 cases, all of which are in digital flipbook format. More than 900 B-schools from over 80 countries use the IBS CRC cases – about 90% of them from outside India (mostly from Europe and North America). More than 300 IBS CRC case studies have been published in leading international textbooks.

IBS CRC has won close to 200 national and international awards and prizes from institutions and organizations such as the Academy of Management (AOM), Association of MBAs (AMBA), The Central and Eastern European Management Development Association (CEEMAN), European Foundation for Management Development (EFMD), Emerald Group Publishing, Ivey Publishing, NACRA, oikos International (Switzerland), The Case Centre UK, John Molson School of Business (University of Concordia, Canada), AESE Business School (Portugal), Project Management Institute (USA), Syracuse University (USA), USASBE – Baylor (USA), CEIBS (China), MDI Gurgaon, All India Management Association (India), K J Somaiya Institute of Management (India), Aligarh Muslim University (India), and Steel Authority of India (SAIL). Many IBS CRC cases have been translated into other languages such as Spanish, Russian, French, German, Chinese, Serbian, and Portuguese. In line with the New Education Policy, IBS CRC is developing cases in local Indian languages and also on Indian knowledge systems.

IBS CRC has eight of its authors featuring in The Case Centre's (UK-based world's largest repository of case studies) Top 50 Bestselling Case Authors' List for 2023-24. Among the Top 10 bestselling authors in the world, six are from IBS-CRC. CRC ranks second in the world in The Case Centre Impact Index 2024, which ranks organizations based on global reach and the impact of their case writing.

#2 in global reach and impact
8 bestselling case authors worldwide

200+ national and international awards
300+ publications

900+ institutional users worldwide
7000+ cases

CONFERENCE SUB-THEMES

AI-enabled Case Teaching and Learning:

1. Maintaining a human connection in AI-enhanced case teaching
2. Harnessing AI for personalized case learning
3. Innovative case teaching formats enabled by AI
4. Case teaching for Engineering, Law, and the Liberal Arts
5. Expanding case pedagogy to non-traditional learners

AI in Case Development:

6. Ethical concerns in AI-driven case development
7. Security and privacy risks in using AI for case development
8. AI as a tool for case writers
9. Reimagining Teaching Notes with AI Support

Preserving and Promoting Indigenous Knowledge through Cases:

10. Preserving and Promoting Indigenous Knowledge Systems

WHO SHOULD ATTEND?

This conference is designed for leaders in academia, policymakers in higher education, and case teachers, writers, and publishers committed to enhancing the case method of teaching and learning in higher education. Whether they are focused on case teaching, writing, or publishing, this is the ideal platform for them to collaborate, learn, and lead innovation.

TARGET AUDIENCE

- **Leaders in Academia** – Leaders and decision-makers involved in planning, implementing, and managing policies related to pedagogical approaches to teaching.
- **Faculty Members and Educators** – Professors, lecturers, and instructors eager to implement the case method of teaching and learning.
- **Researchers and Scholars** – Individuals engaged in writing teaching cases.
- **Industry Experts and Practitioners** – Professionals from industries interested in building stronger industry-academia partnerships.
- **Educational Technology Providers** – Innovators and service providers in edtech who are exploring how their tools can support case pedagogy.

Join us to connect with leaders in the case method of teaching and learning, share best practices, and contribute to shaping the future of the case method.

MASTERCLASS ON CASE METHOD

- Get an overview of the case methodology of teaching
- Understand the process involved in writing a case study
- Develop the skills for writing an effective case study
- Get exposure to writing a teaching note
- Understand the process involved in publishing a case study

PANEL DISCUSSION

Reimagining Case Pedagogy in the Age of AI: Innovations in Teaching, Learning, and Writing

PUBLICATION OPPORTUNITIES

We welcome the submission of Conceptual Papers/Empirical Papers/Theoretical Papers/Case Studies/White Papers/ Practice Papers on the conference theme/sub-themes.

Publishing Opportunity with Ivey Publishing

Select white papers from the conference will be published by Ivey Publishing, giving authors global reach and visibility with business educators worldwide. These white papers are intended to support faculty by sharing insights, frameworks, and experiences that spark discussion and innovation in case teaching. To be considered, submissions must align with the theme *Case Pedagogy @ 2050: Challenges and Opportunities* and balance academic rigour with practical relevance.

📄 <https://www.iveypublishing.ca/s/>

Submission Requirements:

- Original, unpublished white paper (not a research article)
- 6–10 pages (approx. 3,000–5,000 words)
- Written in clear, professional English using Chicago Manual of Style (CMOS)
- At least one author must be a faculty member or PhD candidate currently teaching at a business school
- Includes well-documented examples, data, or classroom experience (permissions secured where required)
- Accessible and useful for an international audience of faculty and practitioners

Publishing Opportunity with Emerald Emerging Markets Case Studies (EEMCS)

Case studies presented at the conference can be submitted to Emerald Emerging Markets Case Studies (EEMCS) for peer review and consideration for publication.

📄 <https://www.emeraldgroupublishing.com/journal/emcs>

Publishing Opportunity with Case Folio, The Journal of Management Case Studies published by ICAI University Press (IUP)

Select papers, case studies will be considered for publication as an edited book with an ISBN number. Select papers, case studies may also be considered for publication in Case Folio, The Journal of Management Case Studies published by ICAI University Press.

📄 <https://iupindia.in/case-folio.asp>

Submission Specifications:

- **Cover page:** Title, Author(s), Affiliation(s), Phone No. and email, Corresponding author name and email, Conference Sub-theme
- **Word Limit for Abstract:** 250
- **Word Limit for Full Paper or Case Study:** 6000 maximum
- **No. of Keywords:** 6
- **Font Type and Size:** Times New Roman, 12 points
- **Document Type:** Word
- **Line Spacing:** 1.5
- **Margins:** 2.54 cm on all sides

Please send your submissions to: icsc2025@ibsindia.org

Presentation Time: 20 minutes (including Q&A, Feedback)

REGISTRATION FEE*

	Participation Category	Registration Fee
1	Academicians (Paper Presentation)	Rs. 1500
2	Practitioners (Paper Presentation)	Rs. 3000
3	Academicians (Attending Masterclass)	Rs. 2500
4	Practitioners (Attending Masterclass)	Rs. 4000
5	Academicians (Attending Masterclass and Presenting Paper)	Rs. 3000
6	Practitioners (Attending Masterclass and Presenting Paper)	Rs. 6000
7	Online Participants	Rs. 1000
8	International Participants	US\$ 50
9	Delegates/ Accompanying Persons	Rs. 1000

* + GST will be payable @18%. The workshop fee includes the cost of conference kit, tea/coffee, snacks, lunch, and other organizational expenses. The registration fee is Non-Refundable.

Paid accommodation may be arranged on campus in the Institute's Guest House on a sharing/single occupancy basis, subject to availability.

IMPORTANT DATES

Deadline for Submission of Case Studies/Articles/ White papers	October 15, 2025
Notification of Acceptance	October 30, 2025
Registration Ends	November 10, 2025*
Conference Dates	November 13-14, 2025

* Paper presenters can register after receiving confirmation of the acceptance of their submission.

DISTINGUISHED SPEAKERS



Prof. Sandeep Puri, PhD
Professor of Marketing,
Asian Institute of Management,
Philippines



Prof. Virginia Bodolica
The Said T. Khoury Chair of
Leadership Studies,
Department Head of Management,
Strategy & Entrepreneurship,
American University of Sharjah, UAE;
Editor-In-Chief,
Emerald Emerging Markets Case Studies



Prof. Christopher Craig
The Tom W. Hutchens Endowed
Professor at Murray State University's
Arthur J. Bauernfeind College of Business,
USA



Prof. Subhadip Roy
Professor of Marketing,
IIM Ahmedabad,
India



Prof. Urs Mueller
Associate Professor of Practice at
SDA Bocconi,
Italy



Ms. Candis McInnes
Executive Director,
Ivey Publishing,
Canada



Ms. Vicky Lester
Chief Executive Officer,
The Case Centre,
UK



Prof. (Dr.) Tamma Koti Reddy
Vice Chancellor (i/c)
ICFAI Foundation for Higher Education
Hyderabad,
India



Dr. Nagendra V. Chowdary
Chief Education Officer,
ICFAI Group,
India



Dr. R. Prasad
Senior Director, Academic Wing
ICFAI Group,
India



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ICFAI Foundation for Higher Education,
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India



Prof. (Dr.) Venu Gopal Rao
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ICFAI Foundation for Higher Education,
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ADVISORY COMMITTEE

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Hyderabad

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Registrar,
ICFAI Foundation for Higher Education,
Hyderabad

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IFHE, Hyderabad

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Pro Vice-Chancellor,
ICFAI Foundation for Higher Education,
Off-Campus, Bangalore

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